

An intermedial media production analysis of television morning shows in alternative and mainstream media

*Gilbert Ambrazaitis, Department of Swedish; Martin Knust, Department of Music and Art;
Ari Nykvist and Mats Wahlberg, Department of Media and Journalism Linnaeus University,
Sweden*

Abstract

Professional journalistic television production adheres to norms established by traditional media. These norms can be identified via certain types of indicators as listed below. The project examines how alternative media relate to these norms. Our empirical material is the discussion program Morgongänget on the Swedish internet TV channel Riks. We will describe and evaluate its media design in detail, that means, technical aspects and production features such as camera positions, rhetorical means (including language and gestures), sound, dramaturgy, interaction between the participants and its music intro. Two different approaches will be employed in order to get a grip on the profile of this program:

First, we will randomly choose some broadcasts for establishing patterns and typical design features of this program. Second, we will compare this alternative morning show with a morning show on a Swedish mainstream channel. For this juxtaposition, we will choose programs that were broadcast on the same day. Through this comparison we will be able to highlight differences and similarities between the designs of both programs. In addition to the technical features, we will evaluate and scrutinize whether and how the program Morgongänget sticks to professional journalistic ethical rules and standards such as truth, honesty, fairness, accuracy, objectivity and non-partisanship. What sets of narratives, expressions, beliefs and stereotypes are used in this type of alternative media format and do these differ from corresponding programs in a public service concept?

Keywords

Professionalism, Production norms, Journalistic norms, Audiovisual design

Bio

Gilbert Ambrazaitis is an Associate Professor of Phonetics and Senior Lecturer in Swedish as a second language at Linnaeus University, Växjö, Sweden. He is affiliated with Linnaeus University Language Processing Lab (LiLa Lab) and a member of the Linnaeus University Centre for Intermedial and Multimodal Studies. Ambrazaitis' main research interests are the production, perception, and acquisition of spoken language and its multimodal nature. In recent publications, he has focused on the role of co-speech gestures in the production and perception of prosodic prominence – the melodic and rhythmic highlighting of information in speech.

Martin Knust (Dr. phil., M.A.) is associate professor in musicology and member of the research center for Intermedial and multimodal studies at Linnaeus University (LNUC IMS). His research interests focus on opera and music theatre after 1800 (historical performance practice of speech, song and gestures), north European music after 1800 (reception and cultural transfer processes between the North and continental Europe), Swedish pop and music in audiovisual political journalism (its production and aesthetics).

Ari Nykvist Senior Lecturer, PhD, Journalism, Broadcasting, Danielson, M., Nykvist, A. (2023). From investigative to critical local journalism: A quantitative content analysis of critical reporting in local Swedish newspapers with a new analytical focus. *Journalistica*. 17 (1). 1-20.

Mats Wahlberg Lecturer, Media Production, Production methods and storytelling, Wahlberg, M., Nykvist, A. (2022). Transmedia journalism as a feature of business models for news media outlets. *Futures of Journalism : Technology-stimulated Evolution in the Audience-News Media Relationship*. London, Palgrave Macmillan. 63-78.

ORCID-ID/Websites

Gilbert Ambrazaitis: <https://orcid.org/0000-0001-5324-3071>

Martin Knust: <https://orcid.org/0000-0003-2591-1663>

Ari Nykvist: <https://orcid.org/0000-0003-2136-7920>

Mats Wahlberg: <https://orcid.org/0000-0003-0335-2450>